

10. (Amended) A magnetic display device, comprising:

a transparent flat-sheet member having luster selected from iridescent and hologram appearance said flat-sheet member being formed of a non-magnetic material, and a plurality of microcapsules encapsulating an admixture of a dispersion medium, pigments and magnetic particles fixed to the under surface of the transparent flat-sheet member, thereby an image being caused to appear or disappear upon movement of the magnetic particles present in the microcapsules, said image being visible through the transparent flat-sheet member,

whereby when said image disappears said magnetic particles settle downward away from said under surface of the transparent flat-sheet member and said white pigments exhibit a white display, and when said image appears said magnetic particles migrate upward toward said under surface of the transparent flat-sheet member, said image being formed by a metallic luster color exhibited by mixture of appearance of said migrated magnetic particles with said luster.

#### REMARKS

Claims 9 and 10 have been amended in order to recite the present invention with the specificity required by statute. Accordingly, no new matter has been added.

Claims 9-14 rejected under 35 U.S.C. §102(b) as being anticipated by Myazawa (European Patent No. 633,488). This rejection is respectfully traversed in view of the foregoing amendment, as discussed below.

As recited in the pending claims, the invention of the present application relates to a magnetic display device in which a dispersion medium, magnetic particles and

white pigments are held between the two sheet members (claim 9) or in microcapsules (claim 10). The upper sheet transparent member to be contacted with a magnetic pen or a magnetic stamp of the magnetic display device has luster selected from iridescent luster, iridescence and hologram appearance. As now made more clear, in the claimed invention, the subject device can take repeatedly exhibit a white colored state or a metallic lustered state.

Accordingly, in the state where the magnetic pen or magnetic stamp is brought into contact with the upper transparent sheet member so that the magnetic particles migrate upward, an image is formed by the magnetic particles. This image has a luster metallic color as a mixture of the luster of the upper sheet member and the appearance of the magnetic particles and therefore, is visible as a metallic lustered image. In the state where the magnetic pen or magnetic stamp is removed from the upper sheet member, the magnetic particles settle downward, whereby the magnetic particles become not visible due to white pigments. Accordingly, the metallic image disappears and white color with no image is visible.

In the state where the metallic image disappears, e.g., in the state where the magnetic particles have settled downward, the luster selected from iridescent luster, iridescence and hologram appearance also disappear (e.g., is not visible) and only white is seen, such that the device becomes white or has a white appearance.

In contrast, the magnetic display device of Myazawa is provided with a light source at the rear side and takes an image forming state where light from the light source transmit through the device and an erasing state where the light from the light source is blocked, depending on magnetization of the magnetic discs.

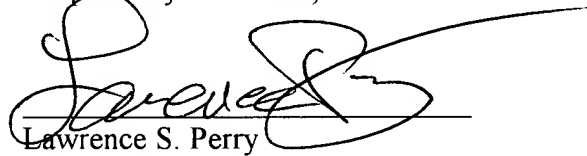
Such device of Myazawa is fundamentally different from the subject device of the present application which does not utilize transmittance of light but forms an image and erases it depending on the upward or downward movement of the magnetic particles.<sup>1/</sup>

In view of the above amendments and remarks, Applicants submit that all of the Examiner's concerns are now overcome and the claims are now in allowable condition. Accordingly, reconsideration and allowance of this application is earnestly solicited.

Claims 9-14 remain presented for continued prosecution.

Applicants' undersigned attorney may be reached in our New York office by telephone at (212) 218-2100. All correspondence should be directed to our below listed address.

Respectfully submitted,



Lawrence S. Perry  
Attorney for Applicants  
Registration No. 31,865

FITZPATRICK, CELLA, HARPER & SCINTO  
30 Rockefeller Plaza  
New York, New York 10112-3801  
Facsimile: (212) 218-2200

LSP\ac

NY\_MAIN 198014 v1

---

1/ Further, in Myazawa even if a color image is formed by providing pixels of red, green and blue, such image is formed or appeared by light transmitting through the device. This too is different from the claimed invention according to which magnetic particles migrated or moved upward, form a metallic lustered image mixed with the luster of the upper flat-sheet plate and the device becomes white in the state where the magnetic particles have settled or moved downward.



Application No. 09/256,192  
Attorney Docket No. 2165.6

VERSION WITH MARKINGS TO SHOW CHANGES MADE TO CLAIMS

9. (Amended) A magnetic display device, comprising [a pair of] :

an upper transparent flat-sheet member having luster selected from iridescent luster, iridescence and hologram appearance, said upper flat-sheet member being formed of a non-magnetic material, and a lower flat-sheet member formed of a non-magnetic material [and] arranged parallel to said upper transparent flat-sheet member, [and] with a dispersion medium, white pigments and magnetic particles [held] admixed between the flat-sheet members, thereby an image being caused to appear or disappear upon movement [or alignment] of the magnetic particles present between the flat-sheet members,

said image being [and ] visible through the upper transparent flat-sheet member]; wherein; the upper transparent flat-sheet member has luster selected from iridescent luster, iridescence and hologram appearance],

whereby when said image disappears said magnetic particles settle downward away from upper transparent white pigments exhibit a white display, and when said image appears said magnetic particles migrate upward towards said upper transparent flat-sheet member, said image being formed by a metallic luster color exhibited by mixture of appearance of said migrated magnetic particles with said luster.

10. (Amended) A magnetic display device, comprising:

a[n upper] transparent flat-sheet member having luster selected from iridescent and hologram appearance said flat-sheet member being formed of a non-magnetic material, and a plurality of microcapsules encapsulating an admixture of a dispersion medium, pigments and magnetic particles[, ] fixed to the under surface of the [upper] transparent flat-sheet member, thereby an image being caused to appear or disappear upon movement [or alignment] of the magnetic particles present in the microcapsules, said image being [and] visible through the [upper] transparent flat-sheet member[; wherein;

the upper flat-sheet display member having luster selected from iridescent luster, iridescence and hologram appearance],

whereby when said image disappears said magnetic particles settle downward away from said under surface of the transparent flat-sheet member and said white pigments exhibit a white display, and when said image appears said magnetic particles migrate upward toward said under surface of the transparent flat-sheet member, said image being formed by a metallic luster color exhibited by mixture of appearance of said migrated magnetic particles with said luster.